Telesyne inc

March 15, 1984

Mr. Lawrence E. Wilson
Brand Manager - Benson & Hedges
Phillip Morris Inc.
120 Park Avenue
New York, New York 10012

Dear Mr. Wilson:

Let me describe to you this exciting new product/service that you may find of interest. The name is Telesyne, and it's a product that could be invaluable to Benson & Hedges as an advertising medium because it provides exposure to the captive audience of shoppers in enclosed shopping malls.

As you can see in the enclosed photograph, Telesyne is a large information island that will be in high-impact center courts of shopping centers. Basically, there are three components:

1. A rotating octagon with space for eight backlighted transparencies for national advertisers;
2. Easy-to-use touch-sensative monitors that provide shoppers with an interactive mall directory;
3. A free-standing monitor that projects promotions, contests, sales and so on.

The component that is most relevant to Benson & Hedges would naturally be the backlighted transparencies. With the rotating carousel of backlighted transparencies at eye level, there is a high visibility and high impact from all directions. Every four minutes the rotating carousel stops, and one of the eight advertising panels brightens and a 20-second audio commercial for that particular advertiser is given. In addition, Telesyne offers a "page" of videotex advertising that shoppers can access on the interactive monitors that could display where Benson & Hedges is sold in the mall.

Just below the rotating carousel of backlighted transparencies are the touch-sensitive screens. The shopper activates the screen with a touch of the finger to access a wide variety of information: mall directories in two formats -- Stores A to Z and Stores By Catagory -- followed by a store advertising message plus an animated map directing the shopper to the store; Today's Sales; gift ideas; entertainment and dining within the mall; and mall information.

The third element to the Telesyne system, the freestanding monitor, also has strong drawing power for shoppers. On this monitor, special in-store promotions and Today's Sales are continually being exposed to shoppers.

2040779694

819 WEST LUNT AVENUE ☐ SCHAUMBURG, ILLINOIS 60193 ☐ TELEPHONE (312) 894-2771

Source: https://www.industrydocuments.ucsf.edu/docs/tzdm0004

Telesyne

When Telesyne was pretested with shoppers, there was an extraordinarily high level of enthusiasm: 99% of respondents in an independently conducted study found the unit easy to operate and 94% stated they would use it again. This enthusiasm was based on the instant and easy access to the information shoppers need to save time and money when they are shopping.

All of these components, along with a uniformed attendant and a seating area, provide a powerful advertising opportunity for you.

The first unit goes into operation in mid-March at the Chicago Ridge Mall, to be followed quickly with units in enclosed shopping centers in the Chicagoland area and in Milwaukee. National advertisers who participate in this product introduction reap two major pluses: (1) preferential opportunity to participate in subsequent introductions (i.e. right of first refusal) and (2) on signing a sixty-week agreement, the first eight weeks are free.

And, considering all the benefits and the costs of other media, advertising on Telesyne is (we are told) shockingly inexpensive. The rate for one facing of the rotating backlighted transparencies is $300 a month, which includes one page of videotex for the interactive monitor. The optional twenty-second audio message is an additional $50 a month. Thus, for $4200 with audio or $3600 without it, Benson & Hedges would have essentially fourteen months of high impact, low cost advertising in an environment where results would be immediate.

I'd love the opportunity to further explain some of the nuances of this medium to you, recognizing that a letter can only hit the high points. I will call you in a few days to see if we can arrange a meeting date that is convenient for you.

Sincerely,

TELESYNE, INC.

Gene Bullard

Gene Bullard
Executive Vice President

lym
enc.

2040979695

Source: https://www.industrydocuments.ucsf.edu/docs/tzdm0004